

GUIDE TO
ECONOMICAL

COLD
TYPE

BODY COMPOSITION

A SELECTION OF IBM
EXECUTIVE TYPE STYLES

**BUCKINGHAM
GRAPHICS**

539 Custer Avenue - Evanston, Illinois 60202

PHONE: AREA CODE 312-475-1111

Versatility...

here are examples of the needlesharp enlargements and reductions you can expect from body composition produced on our factory-reconditioned easily-operated IBM Executive Typewriter.

50%

Many different methods of type setting have been used during the past 500 years. With the growth of lithography and the expansion of photo-mechanical printing during the last two decades, there has been a constant demand for

MANY DIFFERENT METHODS OF TYPE SETTING HAVE BEEN USED DURING THE PAST 500 YEARS. WITH THE GROWTH OF LITHOGRAPHY AND THE EXPANSION OF PHOTO-MECHANICAL PRINTING

75%

Many different methods of type setting have been used during the past 500 years. With the growth of lithography and the expansion of photo-mechanical

PAST 500 YEARS. WITH THE GROWTH OF LITHOGRAPHY AND THE EXPANSION OF PHOTO-MECHANICAL PRINTING

90%

Many different methods of type setting have been used during the past 500 years. With the growth of lithography and the expansion of photo-mechanical

PAST 500 YEARS. WITH THE GROWTH OF LITHOGRAPHY AND THE EXPANSION OF PHOTO-MECHANICAL PRINTING

150%

Many different methods have been used during the past 500 years. With the growth of lithography and the expansion of photo-mechanical

PAST 500 YEARS. WITH THE GROWTH OF LITHOGRAPHY AND THE EXPANSION OF PHOTO-MECHANICAL PRINTING

BUCKINGHAM GRAPHICS, INC.

539 CUSTER AVENUE EVANSTON, ILLINOIS 60202 PHONE: AREA 312-475-1111

Variety...

This excellent body typography was reproduced by an unskilled operator using one of our IBM factory reconditioned machines. All of these faces are available for one week shipment from our Evanston plant. Price is \$395 for standard carriage — add \$23 for 16 inch carriage. All bear a one year service policy by IBM and are subject to a three day inspection trial period by you.

MID CENTURY

Many different methods of type setting have been used during the past 500 years. With the growth of lithography and the expansion of photo-mechanical printing during the last two decades,

ARCADIA

Many different methods of type setting have been used during the past 500 years. With the growth of lithography and the expansion of photo-mechanical

MODERN

Many different methods of type-setting have been used during the last 500 years. With the growth of lithography and expansion of photo-mechanical printing during

BOLD FACE No. 1

Many different methods of type setting have been used during the past 500 years. With the growth of lithography and the expansion of photo-mechanical printing during the last two decades, there

BOLD FACE No. 2

Many different methods of type setting have been used during the past 500 years. With the growth of lithography and the expansion of photo-mechanical printing during the last two decades,

HERITAGE

Many different methods of typesetting have been used during the past 500 years. With the growth of lithography and the expansion of photo-mechanical printing during the last two decades,

COPPERPLATE GOTHIC

MANY DIFFERENT METHODS OF TYPE SETTING HAVE BEEN USED DURING THE PAST 500 YEARS. WITH THE GROWTH OF LITHOGRAPHY AND THE EXPANSION OF PHOTO—MECHANICAL PRINTING

TEXT

Many different methods of type setting have used during the a past 500 years. With the growth lithography and the expansion of Photo

DOCUMENTARY

Many different methods of type setting have been used during the past 500 years. With the growth of lithography and the expansion

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plus...



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If you're still 'hammering away' to get good solid, camera-ready copy, PRINTER'S CHOICE Carbon Ribbons will solve your problem. The coating on this anti-static ribbon is extremely dense and insures camera-perfect copy every time.

PRINTER'S CHOICE is a ribbon specifically coated to meet the needs of people who prepare copy on an IBM Executive typewriter for photographing. It will lay a solid black carbon deposit on your paper with the minimum pressure setting on your IBM.

Many carbon ribbons made for office correspondence have a high resistance to smear. In order to build in this smear resistance we feel a certain amount of intensity is sacrificed. We have gone the other way; the image from our PRINTER'S CHOICE ribbons is not completely smear proof but IT IS GOOD AND BLACK.

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YES...send me one!

IBM Executive Typewriter with proportional spacing and carbon ribbon @ \$395.00 each (FOB New York, Evanston or Los Angeles).

TYPE STYLE _____

I understand each typewriter has been fully reconditioned by IBM and will be delivered in a factory sealed carton.

Installation will be by an IBM service-man and a full one-year IBM service contract is included at no additional cost.

NAME _____

FIRM _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

PRINTERS CHOICE

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**Designed specifically to produce
sharp, dense-black
typewritten camera-ready copy...**

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One ribbon
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FIRM _____

ADDRESS _____

CITY _____

STATE _____

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